

Listing of Claims:

1. (Withdrawn) A method for determining a relevancy of an ad to a request, the method comprising:
 - a) accepting local time of interest information associated with the request;
 - b) comparing the accepted local time of interest information associated with the request with local time of interest targeting information associated with the ad to generate a comparison; and
 - c) determining the relevancy of the ad using at least the comparison.
2. (Withdrawn) The method of claim 1 wherein the request further includes search terms, and wherein the act of determining the relevancy of the ad further uses a comparison of keyword targeting associated with the ad and the search terms.
3. (Withdrawn) The method of claim 1 wherein the request further includes document relevance information, and wherein the act of determining the relevancy of the ad further uses a comparison of ad relevance information and the document relevance information.
4. (Withdrawn) The method of claim 1 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.
5. (Withdrawn) The method of claim 1 wherein the local time of interest information is end user local time information.

6. (Withdrawn) The method of claim 5 wherein the request further includes search terms, and wherein the act of determining the relevancy of the ad further uses a comparison of keyword targeting associated with the ad and the search terms.

7. (Withdrawn) The method of claim 5 wherein the request further includes document relevance information, and wherein the act of determining the relevancy of the ad further uses a comparison of ad relevance information and the document relevance information.

8. (Withdrawn) The method of claim 5 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

9. (Currently Amended) A computer-implemented method for determining a score of an ad, the method being performed on a host and comprising:

receiving, using the host and at a local time for the host, from a remote computer local time of interest information associated with a request from the [[a]] remote computer, wherein the local time of interest information from the remote computer varies with the local time of interest information for the host;

accessing, using the host, an ad associated with local time of interest price information, the local time of interest price information indicating a price for an ad in association with a local time for a remote system perceiving the ad;

determining, using the host, whether the local time of interest price information for the ad is related to the received local time of interest information for the remote computer; and

if it is determined that the local time of interest price information for the ad is related to the received local time of interest information, then using the host to determine a score for the ad using at least the local time of interest price information.

10. (Previously Presented) The method of claim 9 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

11. (Previously Presented) The method of claim 9 wherein the act of determining the score further comprises using at least ad performance information.

12. (Previously Presented) The method of claim 9 wherein the act of determining the score further comprises using at least local time of interest ad performance information.

13. (Previously Presented) The method of claim 9 wherein the local time of interest information includes end user local time information provided in the request.

14. (Previously Presented) The method of claim 13 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

15. (Previously Presented) The method of claim 13 wherein the act of determining the score further comprises using at least ad performance information.

16. (Previously Presented) The method of claim 13 wherein the act of determining the score further comprises using at least end user local time ad performance information.

17. (Currently Amended) A computer-implemented method for determining a score of an ad, the method being performed on a host and comprising:

receiving, using the host and at a local time for the host, from a remote computer local time of interest information associated with a request from the [[a]] remote computer that varies with the local time of interest information for the host;

accessing, using the host, an ad associated with local time of interest performance information, the local time of interest performance information indicating a performance for an ad in association with a local time;

determining, using the host, whether the local time of interest performance information for the ad is related to the received local time of interest information; and

if it is determined that the local time of interest performance information for the ad is related to the local time of interest information accepted, then using the host to determine the score for the ad using at least the local time of interest performance information.

18. (Previously Presented) The method of claim 17 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

19. (Previously Presented) The method of claim 17 wherein the act of determining the score further comprises using at least ad price information.

20. (Previously Presented) The method of claim 17 wherein the act of determining the score further comprises using at least local time of interest ad price information.

21. (Previously Presented) The method of claim 17 wherein the local time of interest information includes end user local time information.

22. (Previously Presented) The method of claim 21 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-

of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

23. (Previously Presented) The method of claim 21 wherein the act of determining the score further comprises using at least ad price information.

24. (Previously Presented) The method of claim 21 wherein the act of determining the score further comprises using at least end user local time ad price information.

25. (Withdrawn) Apparatus for determining a relevancy of an ad to a request, the apparatus comprising:

- a) an input for accepting local time of interest information associated with the request;
- b) means for comparing the accepted local time of interest information associated with the request with local time of interest targeting information associated with the ad to generate a comparison; and
- c) means for determining the relevancy of the ad using at least the comparison.

26. (Withdrawn) The apparatus of claim 25 wherein the request further includes search terms, and wherein the means for determining the relevancy of the ad further uses a comparison of keyword targeting associated with the ad and the search terms.

27. (Withdrawn) The apparatus of claim 25 wherein the request further includes document relevance information, and wherein the means for determining the relevancy of the ad further uses a comparison of ad relevance information and the document relevance information.

28. (Withdrawn) The apparatus of claim 25 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-

of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

29. (Withdrawn) The apparatus of claim 25 wherein the local time of interest information is end user local time information.

30. (Withdrawn) The apparatus of claim 29 wherein the request further includes search terms, and wherein the means for determining the relevancy of the ad further use a comparison of keyword targeting associated with the ad and the search terms.

31. (Withdrawn) The apparatus of claim 29 wherein the request further includes document relevance information, and wherein the means for determining the relevancy of the ad further use a comparison of ad relevance information and the document relevance information.

32. (Withdrawn) The apparatus of claim 29 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

33. (Currently Amended) Apparatus for determining a score of an ad, the apparatus comprising:

a communications interface for receiving, at a local time for a host, from a remote computer local time of interest information associated with a request from the [[a]] remote computer that varies with the local time of interest information for the host, and

a processor structured and arranged to:

access an ad associated with local time of interest price information, the local time of interest price information indicating a price for an ad in association with a local time;

determine whether the local time of interest price information for the ad is related to the received local time of interest information; and

determine the score for the ad using at least the local time of interest price information if it is determined that the local time of interest price information for the ad is related to the received local time of interest information.

34. (Original) The apparatus of claim 33 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

35. (Previously Presented) The apparatus of claim 33 wherein the processor uses at least ad performance information.

36. (Previously Presented) The apparatus of claim 33 wherein the processor uses at least local time of interest ad performance information.

37. (Previously Presented) The apparatus of claim 33 wherein the local time of interest information is end user local time information provided in the request.

38. (Original) The apparatus of claim 37 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

39. (Previously Presented) The apparatus of claim 37 wherein the processor uses at least ad performance information.

40. (Previously Presented) The apparatus of claim 37 wherein the processor uses at least end user local time ad performance information.

41. (Currently Amended) Apparatus for determining a score of an ad, the apparatus comprising:

a communications interface for receiving local time of interest information, at a local time for a host, from a remote computer associated with a request from the [[a]] remote computer that varies with the local time of interest information for the host, and

a processor structured and arranged to:

access an ad associated with local time of interest performance information, the local time of interest performance information indicating a performance for an ad in association with a local time;

determine whether the local time of interest performance information for the ad is related to the received local time of interest information; and

determine the score for the ad using at least the local time of interest performance information if it is determined that the local time of interest performance information for the ad is related to the received local time of interest information.

42. (Original) The apparatus of claim 41 wherein the local time of interest information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

43. (Previously Presented) The apparatus of claim 41 wherein the processor uses at least ad price information.

44. (Previously Presented) The apparatus of claim 41 wherein the processor uses at least local time of interest ad price information.

45. (Previously Presented) The apparatus of claim 41 wherein the local time of interest information includes end user local time information provided in the request.

46. (Original) The apparatus of claim 45 wherein the end user local time information includes at least one of (a) at least one local time-of-day, (b) at least one local time-of-day range, (c) at least one local date, (d) at least one local day-of-week, (e) at least one local date range, (f) at least one local day-of-week range, and (g) at least one local season.

47. (Previously Presented) The apparatus of claim 45 wherein the processor uses at least ad price information.

48. (Previously Presented) The apparatus of claim 45 wherein the processor uses at least end user local time ad price information.

49. (Currently Amended) A computer-readable medium having embodied thereon a computer program configured to provide digital advertisements, the medium comprising one or more code segments that, when executed on a processor, cause the processor to:

receive, at a local time for a host and from a remote computer, a request for one or more digital advertisements in response to user input from an end user and;

receive, from the remote computer, end user local time of interest information associated with the request that varies with the local time of interest information for the host,

for at least one of a plurality of digital advertisements:

determine whether the digital advertisement has local time of interest price information that is related to the local time of interest information received ~~received~~; and

if it is determined that the digital advertisement has local time of interest price information that is related to the local time of interest information accepted, then determine a score using at least the local time of interest price information; and

Applicant : Sumit Agarwal et al.
Serial No. : 10/676,369
Filed : October 1, 2003
Page : 11 of 14

Attorney's Docket No.: 16113-0767001

provide the digital advertisement with a highest score in response to the received request.